

2014 Color Print in First-Class Mail Transactions Promotion

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Daniel Bentley
Marketing Specialist
Mailing Services
United States Postal Service

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What is the Color Print in First-Class Mail Transactions Promotion?

This promotion

- ✓ Encourages producers of bills and statements to produce mail that creates a greater connection and response from consumers by using color messaging.
- ✓ Designed to grow the value of First-Class Mail and encourage mailers to invest in color print technology.
- ✓ Provides an upfront postage discount to mailers who use dynamic/variable color print for marketing and consumer messages on their bills and statements.

When is the Promotion?

August 1 – December 31, 2014

How much discount will a mailer receive?

- ✓ 2% of the eligible First-Class Mail postage. The discount is calculated in PostalOne® and applied to the postage statement at the time of mailing.
 - Note: The discount must be claimed at the time of mailing and cannot be rebated at a later date.

Who is Eligible to Participate?

- ✓ Mailers of bills and statements who have registered for the promotion.
- ✓ Mail Service Providers may prepare and submit mailings for eligible mail owners.

What Mail is Eligible?

- ✓ First-Class Mail presort and automation letters containing bills and statements with dynamic/variable color print for promotional and consumer messages.

IMb Full-Service Mailings

- ✓ Mailpieces must be part of a Full-Service mailing.
 - 90% of mailpieces in postage statement must be Full-Service compliant.
 - Residual pieces that are part of a Full-Service mailing, and do not meet Full-Service requirements may be contained on the mailing statement and will qualify for the discount if the mailing meets all other promotion requirements.

Postage Payment Method

- ✓ Postage must be paid using a Permit Imprint or Precancelled Stamp permit. Some Meter Permit mailings may qualify.

Promotion Participation Survey

- ✓ As part of the terms of participation, all promotion participants must complete a survey at the end of the promotion.

Registration

- Participants and/or MSPs can register
- Register via the Business Customer Gateway (BCG)

Submission

- Mailings must be submitted electronically via Mail.dat, Mail.XML, or Postal Wizard
- Must be part of a full service mailing

Mailpiece

- Must be a bill or statement
- Must contain dynamic color messaging
- Must be an onsert (inserts and addendums do not qualify)
- Color message must be a promotional or consumer message

Discount

- Promotion discount is calculated in PostalOne!®
 - **Must be claimed at the time of mailing**

Timeline

Registration – begins June 15, 2014 and closes on December 31, 2014.

- ✓ Participants and/or Mail Service Providers (MSPs) must register on the Business Customer Gateway (BCG) via the Incentive Program Service gateway.usps.com
- ✓ Promotion participants must complete their registration at least 2 hours prior to presenting the first qualifying mailing.

Promotion Period - August 1 – December 31, 2014

- ✓ Mail must be tendered for acceptance during the promotion period, August 1 – December 31, 2014. Any qualifying mailing that is accepted and paid for prior to August 1, 2014 or after December 31, 2014 is not eligible for the promotion discount.

Acceptable Color Statement

Company Name
Contact us: CompanyName.com

Account Number 1234567891011
Billing Date 10/21/13
Total Amount Due \$101.16
Payment Due by 11/18/13
Page 1 of 3

JOHN DOE

For service at:
123 Main Street
Anytown, US 12345-6789

Monthly Statement Summary

Previous Balance	127.14
Payment - 10/10/13 - thank you	-101.16
New Charges - see below	75.18
Total Amount Due	\$101.16
Payment Due by	11/18/13

New Charges Summary

Monthly Service	89.99
Other Services	0.00
Additional Internet Services	7.00
Partial Month Charges & Credits	-24.95
Charges were made to your account this month. See the following pages for more details.	
Taxes, Surcharges & Fees	3.14
Total New Charges	\$75.18

Loyalty Rewards

Dear Customer Name
Thank you for being a valued
Company Name customer!

Download one
FREE movie on us.

Detach and enclose this coupon with your payment. Please write your account number on your check or money order. Do not send cash.

Company Name
PO BOX 123456
Anytown, US 00000-0000

John Doe
123 Main Street
Anytown, US 00000-0000

Account Number 1234567891011
Payment Due by 11/18/13
Total Amount Due \$101.16
Amount Enclosed \$

Make checks payable to Cablecom

Company Name
PO BOX 123456
Anytown, US 00000-0000

1. Statement contains a dynamically printed promotional or consumer information message.

Acceptable Color Statement (with the Marketing or Consumer message on the last page of the bill or statement)

2013 Totals Year-to-Date

Total fees charged in 2013	\$0.00
Total interest charged in 2013	\$123.45

Interest Charge Calculation

Your Annual Percentage Rate (APR) is the annual interest rate on your account.

Type of Balance	Annual Percentage Rate (APR)	Balance Subject to Interest	Interest Charge
PURCHASES	22.9%(v)	\$4,321.01	\$43.21
CASH ADVANCES	22.9%(v)	\$0.00	\$0.00

(v)=Variable Rate

Benefits Summary

Company Name Card saves you 5%on every purchase.
Some restrictions apply.

Special Announcement and Exclusive Offers

Save an additional 5%on every purchase Friday November 29th.
Some restrictions apply.

Customer Name
Don't miss the
Black Friday Sale
at
Company Name.
All Company Name locations
open at **12 midnight** on Friday,
November 29.

Notice: See reverse side for Important Information.

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1. Statement contains a dynamically printed promotional or consumer information message.
2. The promotional message is printed on the same paper stock as the rest of the bill.



Unacceptable Color Statement

Company Name
PO BOX 123456
Anytown, US 00000-0000
1-800-000-0000

Company Name

John Doe
123 Main Street
Anytown, US 12345

Your password for online bill pay is:
3456789

SERVICE ADDRESS		ACCOUNT NUMBER		BILL DATE		DUE DATE	
123 Main Street		010101		10/25/2013		11/19/2013	
DESCRIPTION	PREVIOUS 9/1/2013	CURRENT 9/30/2013	MULT	USAGE	U/M	RATE	AMOUNT
Previous Balance							\$64.17
Convenience Fee							\$1.00
Payment 09/29/13							(\$65.17)
Water/Sewer				1383.68	Gal		\$17.45
Electric				388.98	KWH		\$31.53
Gas				4.79	CCF		\$4.24
Trash				0.00	Fixed		\$4.50
Admin Fee				0.00	Fixed		\$8.46
TOTAL DUE							\$66.18

1. Statement does not contain a dynamically printed promotional or consumer information message.
2. Color is only used in transactional fields.



Unacceptable Color Statement (at the end of the bill or statement)

1

Don't miss the
Black Friday Sale
at
Company Name.

All Company Name
locations open at *12
midnight* on Friday,
November 29.

2

1. Promotional message is an addendum or separate page added to the statement.
2. Statement is not dynamically printed.



Acceptable Color Statement or Bill with E-Payment Marketing Message


Company Name


Service Details, cont.

Contact us: [CompanyName.com](#)

Account Number 1234567891011
Billing Date 12/21/13
Total Amount Due \$101.16
Payment Due by 01/16/14
Page 3 of 3

1 **Company Name**
Enjoy a **FREE PREMIUM CHANNEL PREVIEW** from December 13-December 15.

2  **Pay your bill online.**
Just click "log-in" at [CompanyName.com](#), then sign up with your Customer Number: 000000000 and phone number to pay bills, schedule services, view service history and more.


 **Pay online**
[CompanyName.com](#)
Pay by phone
1-800-000-000


1. Statement contains a dynamically printed promotional or consumer information message.
2. E-payment messages are allowed but do not qualify for the promotion discount.



Unacceptable Color Statement or Bill with E-Payment Marketing Message

Company Name

1  **Pay your bill online.**
Just click "log-in" at [CompanyName.com](#), then sign up with your Customer Number: 000000000 and phone number to pay bills, schedule services, view service history and more.

2  **Pay online**
[CompanyName.com](#)
Pay by phone
1-800-000-000

1. Statement contains only an e-payment message that is *NOT* accompanied by a promotional or consumer message.
2. Statement is *NOT* dynamically printed; preprinted paper stock was used.

Program Office:

Email: FCMColorPromotion@usps.gov

Mail: US Postal Service
Attn: USPS Color Print in FCM Promo
PO Box 23282
Washington, DC 20026-3282

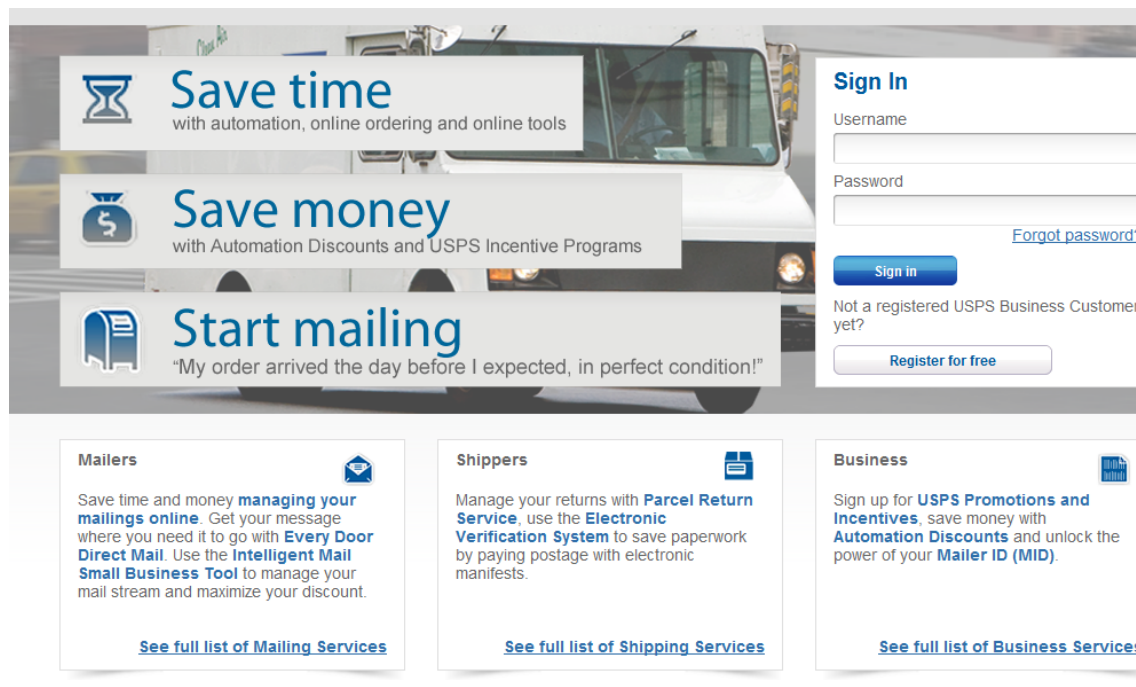
Information about the promotion, program requirements and sample statements

https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/ColorPrintFirstClassPromotion.htm

Or USPS.com at:

<https://www.usps.com/business/promotions-and-incentives.htm?>

- Register on Business Customer Gateway via the Incentive Program service: <https://gateway.usps.com>
- Agree to promotion terms at least 2 hrs. prior to presenting the first qualifying mailing
 - Specify which permits and/or CRIDs will be participating in the promotion
 - Agree to complete a survey on the Business Customer Gateway at end (mailers only)



The screenshot shows the USPS Business Customer Gateway registration page. The background features a USPS delivery truck. The page is divided into several sections:

- Save time** (with automation, online ordering and online tools)
- Save money** (with Automation Discounts and USPS Incentive Programs)
- Start mailing** ("My order arrived the day before I expected, in perfect condition!")

On the right side, there is a **Sign In** section with fields for Username and Password, a [Forgot password?](#) link, a **Sign in** button, and a **Register for free** button for users who are not registered.

At the bottom, there are three columns for different user types:

- Mailers:** Save time and money **managing your mailings online**. Get your message where you need it to go with **Every Door Direct Mail**. Use the **Intelligent Mail Small Business Tool** to manage your mail stream and maximize your discount. [See full list of Mailing Services](#)
- Shippers:** Manage your returns with **Parcel Return Service**, use the **Electronic Verification System** to save paperwork by paying postage with electronic manifests. [See full list of Shipping Services](#)
- Business:** Sign up for **USPS Promotions and Incentives**, save money with **Automation Discounts** and unlock the power of your **Mailer ID (MID)**. [See full list of Business Services](#)

Questions

Thank You!